



NEWS RELEASE

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FOR IMMEDIATE RELEASE

CELEBRATION COMPLETES THE DEL PASO BOULEVARD STREETSCAPE IMPROVEMENT PROJECT

July 14, 2007 – Sacramento, California. Sacramento Housing and Redevelopment Agency staff joined City of Sacramento officials in a community event to celebrate the completion of the streetscape improvements on Del Paso Boulevard. Officials say the improvements provide the backdrop for creating a vibrant Del Paso Boulevard commercial district and making the Boulevard a Sacramento destination.

Motorists and pedestrians will notice angled parking on both sides of the boulevard, 10 new pieces of artwork, landscaped medians with blue block character elements that light up at night, new bulb-outs, repaired sidewalks and drainage, stamped concrete crosswalks, and gateway signs at the Boulevard's El Camino and Highway 160 entrances. These changes have set the stage for the Agency's larger strategy to revitalize the Boulevard into a unique and pedestrian-friendly commercial district and make the most of

In addition to streetscape beautification elements, the Agency has also made several other investments on the Boulevard including:

- Assisting the Sacramento News and Review to acquire and rehabilitate the 18,500 square foot former IMG furniture store near the Globe Light Rail Station
- Providing financial assistance to establish the 22-room Greens Motel
- Assisting with the development of the 12,000 square foot, mixed reuse site that is now home to the Supper Club, Article and Fran's Café
- Providing assistance with the acquisition of the historic art deco Grand Theater and restoring it to a regional entertainment center

the redevelopment area's light rail stations by promoting high-density and mixed-use development.

To complete this \$6.72 million streetscape improvement project, the Agency partnered with the City of Sacramento Transportation Department, California Infrastructure and Economic Development Bank, Sacramento Metropolitan Arts Commission, Regional Transit, the Redevelopment Advisory Committee, and the Del Paso Boulevard Partnership.



SHRA (www.shra.org) is a Joint Powers Authority created by the City and County of Sacramento to represent both jurisdictions for affordable housing and community redevelopment needs. The Agency is the leading public developer of affordable housing and oversees residential and commercial revitalization activities in 14 redevelopment areas throughout the City and County. SHRA has a FY 2007 budget of \$233.8 million and approximately 302 employees. The Agency owns and manages 3,144 units of public housing and is one of the largest landlords in Sacramento. SHRA also administers approximately 11,000 rental assisted vouchers per month.

"One Community, One Vision"
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